

I Claim:

1. An emblem means comprising:

a housing secured in a central portion of a wheel disc of a car wheel;

a rotating disk rotatably coupled with said housing about a shaft formed in a central axial portion of said housing, with said shaft having an axis defined at a shaft center and coaxially aligning with an axle axis of the car wheel;

a pendulum weight formed on a lower portion of said rotating disk; and

a decorative feature including emblem, logo, trademark, figure and design formed on a front surface of said rotating disk; whereby upon rotation of said housing along with the rotation of a car wheel when driving a car, said rotating disk is gravitationally pendent to constantly orient said decorative feature in an upright position for a clear display thereof without being simultaneously rotated with the car wheel and the housing.

2. An emblem means according to Claim 1, wherein said housing is secured in a recess formed in a central portion of said wheel disc.

3. An emblem means according to Claim 1, wherein said rotating disk further includes a decorative piece having said decorative feature formed thereon and fixed on a front surface portion of the rotating disk, and a transparent cover combined with the

housing to encase the rotating disk and the decorative piece within the housing.

4. An emblem means according to Claim 3, wherein said decorative piece is formed as a sticker adhered on a front surface of the rotating disk.
5. An emblem means according to Claim 3, wherein said decorative piece is formed by directly printing the decorative features on a front surface of the rotating disk 25.
6. An emblem means according to Claim 3, wherein said decorative piece and the rotating disk are integrally formed as a decorative rotating disk.
7. An emblem means according to Claim 2, wherein said housing further includes an adhesive layer formed on a back portion of the housing to be adhered to a bottom of the recess.
8. An emblem means according to Claim 1, wherein said housing is formed as a cylindrical shape having a cylindrical wall formed on a housing bottom, a bushing formed in a central portion of the housing bottom for engaging a bearing in said bushing for rotatably mounting the shaft therein, and a front rim which is combined with a transparent cover to encase the rotating disk and the decorative feature within an interior confined by the housing and the cover.
9. An emblem means according to Claim 8, wherein said housing further includes a sealant provided to firmly fasten the housing

in a recess formed in a wheel disc.

10. An emblem means according to Claim 1, wherein said rotating disk includes a hollow portion formed in a convex portion formed on a lower portion of the rotating disk and is filled with a filler in the hollow portion to serve as the pendulum weight.
11. An emblem means according to Claim 10, wherein said filler as filled in the hollow portion of the convex portion of the rotating disk is a liquid.